

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
(MBHB Case No. 03-380-D)

In re the Application of:)	
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Rosenberg et al.)	Examiner: Jean D. Janvier
)	
Serial No.: 09/978,170)	Confirmation No.: 3931
)	
Filed: October 15, 2001)	Art Unit: 3688
)	
For: Method and System for Pause Ads)	

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313

RESPONSE AFTER FINAL

Dear Sir:

In response to the office action mailed August 6, 2008, Applicant submits the following remarks, and for the convenience of the Examiner, a list of the pending claims.

The **list of claims** begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

The Patent Office is hereby authorized to charge any required fee(s) or credit any overpayment to Deposit Account No. 132490, and to treat any communication submitted for this application that requires an extension of time as incorporating a request for such an extension.